



SCHEDULED EVENTS ON STAND

Providing that a company has a stand of +100 sqm or is sponsoring an industry session, they will be given the opportunity to schedule sessions on their stand from Sunday 6 to Tuesday 8, September during the official ERS Lunch Break. When organizing such session, the following guidelines apply:

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|---------------------------------|--|
| Schedule | <ul style="list-style-type: none">• Sunday, Monday, Tuesday• Time frame 12:45-14:45 (Lunch Break) |
| Format | <ul style="list-style-type: none">• 15-30 minute sessions• Specific pre-defined topics with a short intro followed by Q & A• Sufficient space must be planned on the stand to host those sessions• 20 delegates max per session. (no delegates must block the aisle while attending the session)• The session name must be submitted to ERS and must not resemble any existing ERS Sessions (Ex Meet the prof, etc.) |
| Content / Topics | <ul style="list-style-type: none">• A mix of pre-determined topics and other topics that can be brought up during the meeting• Poll topics would be from a picklist defined in advance & available for ERS review• Topics may be disease or product related |
| Technology / Stand Build | <ul style="list-style-type: none">• Sessions can take place on either medical or commercial stand• You may have a screen with some seating (max 20) |
| Promotion | <ul style="list-style-type: none">• Flyers on the stand and pre-congress• Screens displaying the times and topics for the sessions on the exhibit• E-mails / Video pre-congress to customers with programme details |

Companies that do not sponsor an industry session or have a stand smaller than 100sqm are not allowed to organize and/or advertise scheduled sessions and events as mentioned above. Demonstrations of an exhibitor's product remains perfectly acceptable on the stand as long as it is not scheduled.

STANDS

The Exhibition area is located on the middle floor of the Congress center and will be next to 5 session rooms (capacity 200 pax). The exhibition area is accessible via the main atrium and 4 escalators insuring a good flow throughout the entire exhibition. Available stand formats remain the same:

- Island (4 open sides)
- Peninsula (3 open sides)
- Corner (2 open sides)
- In-line (1 open side)

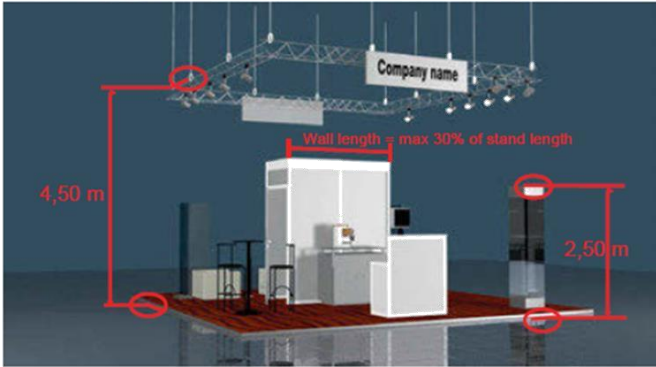
A shell scheme is available for in-line stands and corner sites and is charged as an additional cost via an order form provided in the Exhibition Service Kit.

CONSTRUCTION RULES AT A GLANCE

To get an overview of our booth construction rules please consult the following examples. They are designed to create a comfortable and open space for both delegates and exhibitors. We aim to encourage the most effective use of island spaces and this means keeping the view through the Exhibition as free as possible, not overshadowing or obscuring the view of the neighboring stands and keeping open-sided stands as accessible as possible. Exhibitors wishing to have closed walls should consider corner or peninsula sites rather than the island option.

THE FULL GUIDELINES AND REGULATIONS FOR THE 2020 ERS EXHIBITION WILL BE PROVIDED BY INTERPLAN AFTER RECEIVING THE CONFIRMATION OF YOUR BOOTH LOCATION.

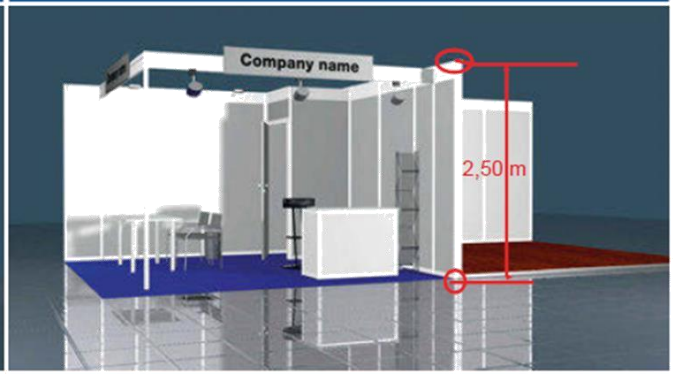
Stand rules : island stand



Maximum height of all stand parts at the outer edge: 2,50 m
 Maximum height of all stand parts in the stand: 4,50 m
permission by ERS is required

Unbranded rigging: 6 m
 A separating wall to the neighbor stand is mandatory.
 All side and back walls must be closed and color must be white.
 Banners hanging on riggings with a closed surface going all around the booth may have a depth of maximum 1m.

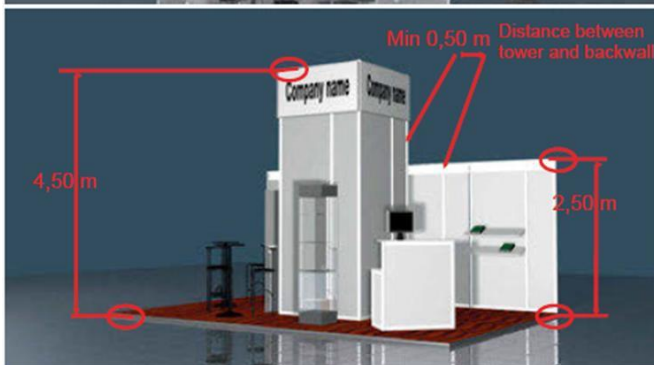
Stand rules : corner stand



Maximum height of all stand parts at the outer edge: 2,50 m
 Maximum height of all stand parts in the stand: 4,50 m
permission by ERS is required

Unbranded rigging: 6 m
 A separating wall to the neighbor stand is mandatory.
 All side and back walls must be closed and color must be white.
 Banners hanging on riggings with a closed surface going all around the booth may have a depth of maximum 1m.

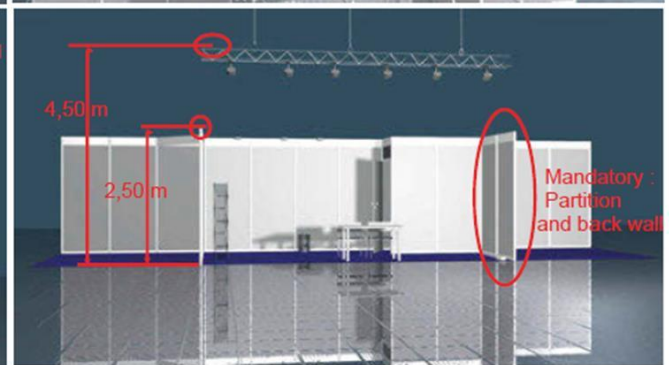
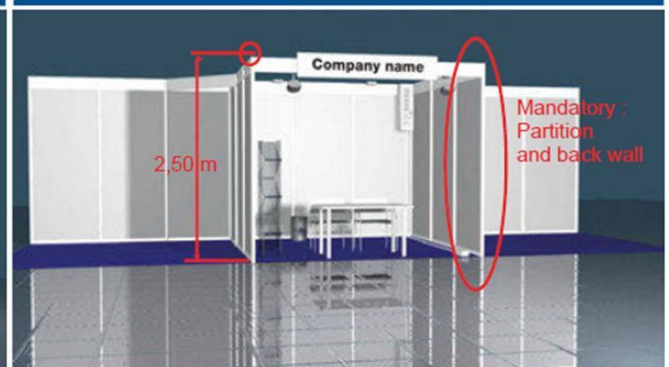
Stand rules : peninsula stand



Maximum height of all stand parts at the outer edge: 2,50 m
 Maximum height of all stand parts in the stand: 4,50 m
permission by ERS is required

Unbranded rigging: 6 m
 A separating wall to the neighbor stand is mandatory.
 All side and back walls must be closed and color must be white.
 Banners hanging on riggings with a closed surface going all around the booth may have a depth of maximum 1m.
New Rule for branding of surfaces facing adjacent neighbor's stand:
 Any kind of visible surface positioned close to the neighboring stand that could be perceived as part of the neighbor's stand shall not be branded.

Stand rules : inline stand



Maximum height of all stand parts at the outer edge: 2,50 m
 Maximum height of all stand parts in the stand: 4,50 m
permission by ERS is required

Unbranded rigging: 6 m
 A separating wall to the neighbor stand is mandatory.
 All side and back walls must be closed and color must be white.
 Banners hanging on riggings with a closed surface going all around the booth may have a depth of maximum 1m.
New Rule for branding of surfaces facing adjacent neighbor stand:
 Any kind of visible surface positioned close to the neighboring stand that could be perceived as part of the neighbor's stand shall not be branded.

PRICE

Cost per square meter (sqm): **EUR 598** + statutory sales tax according to European regulations.

The minimum exhibition space that can be hired is **9 sqm**.

The stand rental covers the following:

- General security service during the official construction and dismantling period
- General security service during the official Congress period
- Fire protection
- General lighting
- Air-conditioning
- Heating
- General cleaning of the aisles

The rental is for bare floor space only and does not include:

- Any wall panels
- Carpet
- Furniture
- Installations
- Electricity

A waste disposal fee of **EUR 2.50 per sqm** will be charged.

An invoice will be sent together with an exhibition contract as soon as the stand location is confirmed. All amounts must be paid within 30 days after receipt of the invoice and prior to the set-up of the Congress. This is also valid for bookings that are made later than 30 days prior to the Congress. The Exhibition Service Manual, including all technical order forms, will be available from February 2020. Invoicing of payments for floor space and any additional requests will be made in Euro (EUR). Payments must be made free of bank and other charges for the beneficiary.

CANCELLATION OF SPACE BOOKED (TOTALLY OR PARTIALLY) BY THE EXHIBITOR

Display and distribution of any material (flyers, posters, etc.) must be done from the exhibitor's stand. After receipt, the booking form signed by the exhibitor is considered as a binding agreement.

If an exhibition space confirmed in writing has to be cancelled by the exhibitor, written cancellation of the total or partial exhibition space will be accepted under the following conditions:

- Cancellation before March 15, 2020: refund of 40 %, 60 % cancellation fee of the total stand cost.
- Cancellation from March 15, 2020: no refund and all outstanding amounts.

If the Exhibition is fully booked and the Exhibition space can be entirely let again, a cancellation administrative fee of 20% will be charged.

If only parts of the cancelled space can be let again, a 20% cancellation fee is due on the part let again and the cancellation charge above is due for the unsold remainder. Partial cancellation follows the same process as described above. All cancellations must be in writing and mailed to ERS by registered post. As the co-exhibitor fee is an administration fee, there will be no refund in case of cancellation.

CO-EXHIBITORS AND SUB-LEASING

Sub-leasing a stand partially or entirely to a third party, as well as private arrangements for exchange of stands or floor space between exhibitors without the express permission and acceptance of ERS is prohibited. Advertising for material, persons or firms other than those renting the space is prohibited.

Exhibitors wishing to assign any part of the confirmed exhibition space to a co-exhibitor must ensure that the co-exhibitor applies to and is accepted by ERS. **The fee is EUR 1'295** + statutory sales tax according to European regulations. The corresponding invoices will be issued in EUR. Each registered co-exhibitor will receive two nominative exhibitor badges under the name of the co-exhibitor's company, allowing them to attend the Opening Ceremony and Welcome Reception but not the Scientific Sessions.

DISTRIBUTION OF PROMOTIONAL MATERIAL

Display and distribution of any material (flyers, posters, etc.) must be done from the exhibitor's stand. Non-exhibitors are not allowed to display any material in any part of the Congress centre.

REGISTRATION OF STAND PERSONNEL

In order to be granted access in the exhibition area each individual will need to wear a name badge. This includes the regular staff from the exhibitor's company and any hired staff e.g. hostesses, bar and service personnel etc. For security reasons, stand personnel must wear their name badges at all times. Each exhibitor is entitled to a number of complimentary exhibitor badges in accordance with the size of the exhibition stand as stated in the table below.

| STAND SIZE BADGE ALLOCATION | COMPLIMENTARY EXHIBITOR BADGE ALLOCATION |
|-----------------------------|--|
| 9 – 12 sqm | 10 |
| 13 – 36 sqm | 14 |
| 37 – 60 sqm | 18 |
| 61 – 100 sqm | 22 |
| 101 – 150 sqm | 32 |
| 151 – 200 sqm | 41 |
| 201 – 300 sqm | 52 |
| over 301 sqm | 62 |

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|------------------------------|---|
| THE BADGE IS INDICATING: | Company name, individual name and country |
| THIS BADGE WILL INCLUDE: | Visit of the Exhibition (including access before the official opening hours) / ERS Congress Opening Session / their own Evening Symposium |
| THIS BADGE WILL NOT INCLUDE: | Scientific and Educational Sessions / a public transport pass |
| THIS BADGE IS FOR: | All representatives and staff of the Exhibitor / local staff (hired by an agency e.g. hostesses) / guests of the Exhibitor |

Each co-exhibitor is entitled to two complimentary Exhibitor Badges indicating the name of the co-exhibitor's company. These badges entitle the holder to enter the Exhibition (including access before the official opening hours), the ERS Congress Opening Session but **not the Scientific Sessions**.

Additional exhibitor badges can be ordered via Interplan until 17 August 2020 and will be charged 10 EUR per badge plus statutory sales tax according to European regulations. Additional badges that are ordered onsite will be charged 35 EUR per badge.

ACTIVITIES ON EXHIBITION STANDS

ERS encourages sponsors to offer delegates an interesting, educational and interactive experience on their stands. While we wish all sponsors the best return possible on their support of the Congress, we ask exhibitors to adhere to the following guidelines for interaction with delegates:

- Free gifts should have a limited value and comply with the national guidelines of the country in which the Congress will take place. ERS encourages sponsors to offer gifts that relate to science and medicine, in keeping with regional codes and guidelines.
- Any quizzes should focus on scientific and medical subject matter. In all instances the correct answers to the quiz must be made clear to the delegates participating in the quiz, either verbally or in writing. Microphones are discouraged but allowable if the noise levels do not carry unreasonably on to another stand.
- Exhibitors wishing to incorporate games and activities into their stand concepts should ensure these are relevant to the respiratory field. Examples of disallowed practices include computer golf games, skiing games, portrait painters or photographers, etc.
- In all instances, exhibitors must allow enough space for participants to take part in activities on the stand itself. Any exhibitor with activities causing delegates to participate from the walkways will be asked to halt the activity.
- All interaction with delegates (including market research surveys) should take place on the stand, not in the walkways or any other part of the Congress centre
- Exhibitors are allowed to film on their own booth, staff and material, but all equipment and camera crew must stay within the exhibition booth. Filming of other exhibitors and their materials, ERS Congress features or any ERS sessions is expressly forbidden unless permission has been given by the exhibitor or the ERS respectively.
- The photographing of booths is not permitted during the setup/breakdown of the exhibition unless the photographer is hired by the exhibitor to take photographs of his/her own stand and can avoid inclusion of neighboring booths. Photography during the opening times of the exhibition of all aspects of the event is allowable in all instances except in cases where the photographer or photography equipment would cause an obstruction or danger to delegates / staff visiting or working in the exhibition hall.
- The use of microphones and the playing of videos or music must be limited to a maximum level of 80 decibels. If the noise is clearly and unreasonably affecting a neighboring stand, ERS retains the right to insist that sound is reduced to an acceptable level even if the acceptable level is lower than 80 decibels.
- Due to the overwhelming demand for Wi-Fi in the exhibition hall, strict guidelines for the use of Wi-Fi will be available later in time. As the misuse of the free Wi-Fi system and the setting up of rogue Wi-Fi networks seriously damages the services provided by ERS and the activities on neighboring stands, the organisers reserve the right to demand that any unauthorised networks be shut down. In the unfortunate event that exhibitors refuse to comply, further measures will be taken to shut down the network to protect the Congress and fellow exhibitors from the disruption caused.
- Exhibitors may offer delegates drinks and cold food. Exhibitors must not prepare and serve hot food as the accompanying odors can affect neighboring stands and walkways.
- Charitable initiatives are permitted but should be limited to the exhibition stand. Exhibitors should seek approval from the ERS office to ensure there is no conflict with other initiatives. (Send all requests to alexandre.delage@ersnet.org)

ACCESS TO THE EXHIBITION AREA

- Only delegates in possession of a valid exhibitor or Exhibition set-up badge will be allowed access to the Exhibition outside opening hours. This includes all hired staff such as technicians, decorators, etc.
- Children and members of the public who are not considered to be respiratory professionals are not allowed in the Exhibition.
- Exhibitors must not hinder the closure of the exhibition hall by encouraging guests to stay on their booth after closing time. Exhibitors are allowed to access the exhibition hall at the minimum 1 hour before the Exhibition opening time and can stay up to 2 hours after the official closing time.

ALL EXHIBITORS ARE ADVISED TO READ THE FULL EXHIBITION GUIDELINES. THE FULL GUIDELINES AND REGULATIONS FOR THE 2020 ERS EXHIBITION WILL BE PROVIDED BY INTERPLAN AFTER RECEIVING THE CONFIRMATION OF YOUR BOOTH LOCATION.

EXHIBITION BOOKING

ERS Marketing & Corporate Relations

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